

Sampling of Food & Beverage - Rules & Regulations

1. Sampling of Food and Beverages is only permitted during exhibitions where they form an essential part of the event and it is incidental to promoting the main product.
2. Organisers will have to gain written permission from the Head of Retail at ExCeL London and clearly identify all individual exhibitors who wish to provide samples.
3. Exhibitors who wish to provide samples will need to send all the information / documentation requested on the attached form at least 28 days prior to the event taking place.

Please note that sampling will not be permitted without prior notification.

4. Sampling of Food:

- a. Samples must be bite size only and served in single units.
- b. Samples must be free of charge from a specific stand or location within the hall.
- c. Hawking and cash sales are not permitted.
- d. Food sampling must be carried out in such a way that customers do not touch the food that other people will eat, in order to minimise cross-contamination.
- e. Food for Sampling should be placed where the exhibitor can see it and therefore supervise it.
- f. Food samples should be offered to customers from small plates or bowls.
- g. If food items such as biscuits are being used to take sample food from dishes/bowls, only items that will not break off into the sample must be used (to prevent customers putting fingers into the food to retrieve the biscuit)
- h. Large bowls or piles of food for sampling should be avoided, as this increases the risk of people putting their fingers into the food.
- i. Customer should not be allowed to double dip biscuits/sampling sticks/spoons etc.
- j. Bowls, plates or dishes should not be topped up unless they have been properly cleaned after use.
- k. Customers should be directed as to where to place any discarded items such as stones from food or sampling sticks/utensils.
- l. Different containers for food and waste should be used to avoid any confusion by customers.

Please note that any dishes that consist of multiple parts and/or are served on a plate or other container that require the use of cutlery will not be considered as sampling.

5. Beverage including alcohol:

- a. Both the sale and supply of alcohol must be licensed under The Licensing Act (2003), therefore sampling is also a licensable activity.
- b. Exhibitors who wish to sample alcohol must have a Personal License Holder present on site and comply with the venue's Premises Licence conditions and also the following conditions.
 - i. The terms of the Licensing Act (2003) and subsequent legislation
 - ii. The Weights and Measures (Intoxicating Liquor) Order 1988
 - iii. Alcohol can only be served during the hours stipulated in the venue's Premises Licence.
 - iv. Service staff must be over the age of 18.
 - v. Product for sampling must be held in a secure area
 - vi. Alcohol may not be served to anyone under the age of 18 or anyone who appears to be under 18 (unless proof of age is shown).
 - vii. Alcohol must not be served to anyone who appears to be under the influence of alcohol.
 - viii. Exhibitors must have displayed appropriate signage promoting the challenge 21 scheme.

Please note that exhibitors failing to comply with the conditions under which the sale or supply of alcohol is agreed, their activities will be stopped immediately.

Beverage Sampling Sizes:

- Soft Drinks: Maximum size allowed 100ml
- Hot Beverage: Maximum size allowed 100ml
- Beer and Wines: Maximum size allowed 50ml
- Spirits and Fortified Wines: Maximum size allowed 10ml

6. Any Sampling Activities must be free of charge.

Application Forms

Food Sampling

Event Name:	
Event Date/s:	
Exhibitor Name:	
Stand Number:	
Exhibitor's Company Name and Address:	
Main contact: Tel Number: Email:	

Please complete all items in the table below:

Manager/Supervisor in charge who currently has at least Level 2 Food Hygiene Certificate:	
Local Authority where you are registered as a food business:	

Please provide copies of all documents listed below:

(Tick each box to ensure you haven't missed any document)

- A. Standard operating Food Safety Management System (HACCP) ----- ☐
- B. HACCP Based Risk Assessment bespoke to the operation at ExCeL----- ☐
- C. Method Statement Bespoke to the operation at ExCeL ----- ☐
- D. Up to Date Food Hygiene Certificates for each Food Handler----- ☐
- E. Last Inspection Report from the Local Authority ----- ☐
- F. Food Hygiene Rating Sticker/Letter----- ☐
- G. Copy of the Proposed Menu----- ☐
- H. Allergen Information Chart ----- ☐
- I. Public Liability Insurance ----- ☐

Please ensure that you have the below items available on your stand on the event live days when sampling is taking place:

- A. Probe Thermometer
- B. Antibacterial Probe
- C. Hand/Equipment wash basins with Hot and Cold Water as well as soap and towel
- D. Wipeable surfaces for food preparation areas
- E. Sanitizer to clean surfaces

- F. Fridges/Freezers (where required) with 24 hour power.
 G. Allergen Notice/Signs

Alcoholic Beverage Sampling

Event Name:	
Event Date/s:	
Exhibitor Name:	
Stand Number:	
Exhibitor's Company Name and Address:	

Description of Drink/s	Licensee, Tel Number, Licence Number & Licensing Council

Please provide copies of the below documents:

- A. Personal Licence
 B. Public Liability Insurance

Food Safety:

It remains the exhibitor's responsibility to ensure food safety through appropriate HACCP based documented procedures but as a minimum:

1. All Preparation, handling and distribution of food must be carried out in a hygienic manner.
2. Any food likely to support the growth of pathogenic micro-organisms or toxins should be maintained at a temperature of
 - a. 8 °C or below for chilled food
 - b. Above 63 °C for food which is being kept hot
 - c. A core temperature of 75 °C or above for reheating of food
 - d. -18 °C or below for food which is frozen
3. Refrigeration, Hot Holding, Re-Heating and Cooking temperatures must be measured with a calibrated thermometer and recorded at least twice a day.
4. All food on stands must be protected from risk of contamination likely to render the food unfit for human consumption, injurious to health or contaminated in such a way that it would be unreasonable to expect it to be eaten in that state.
5. Any food which is unfit for human consumption must be labelled "unfit food" and disposed of.

Personal Hygiene:

All food handlers working with open foods must:

1. Keep their hands clean
2. Keep their clothing clean
3. Cover all cuts, etc. with a blue, waterproof dressing
4. Not spit or smoke whilst handling food or while in a room containing open foods.
5. Wear clean and washable overclothing
6. If disposable gloves are being used, ensure that hands are being washed when changing the gloves. Gloves are for food handling only; therefore no handling cash or equipment should take place when also handling food.